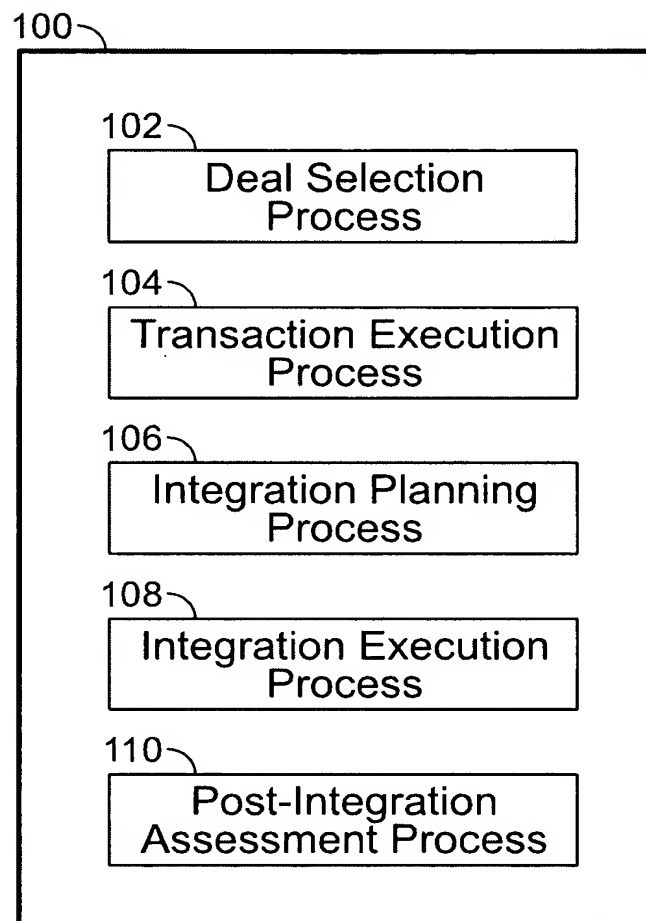


FIG. 1



**FIG. 2**

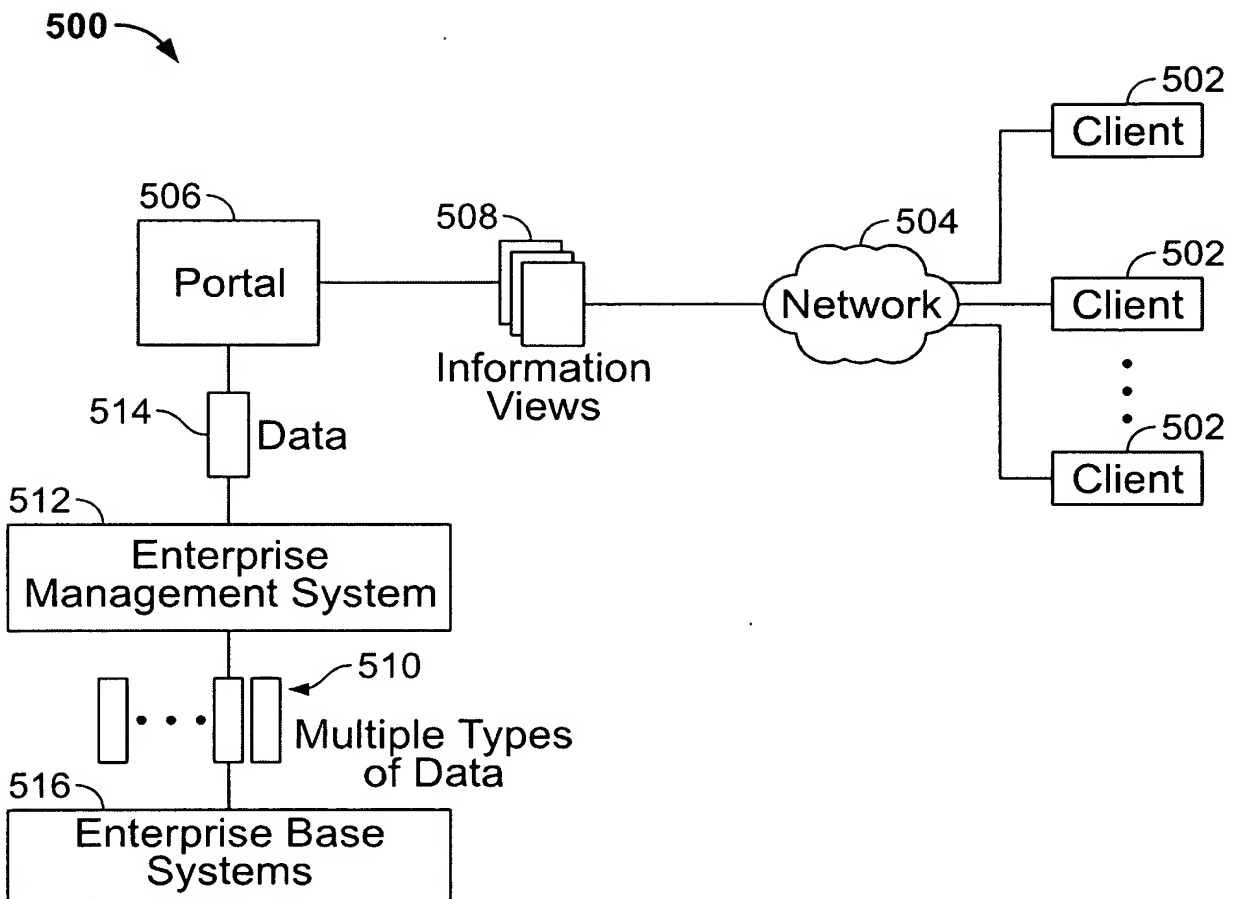
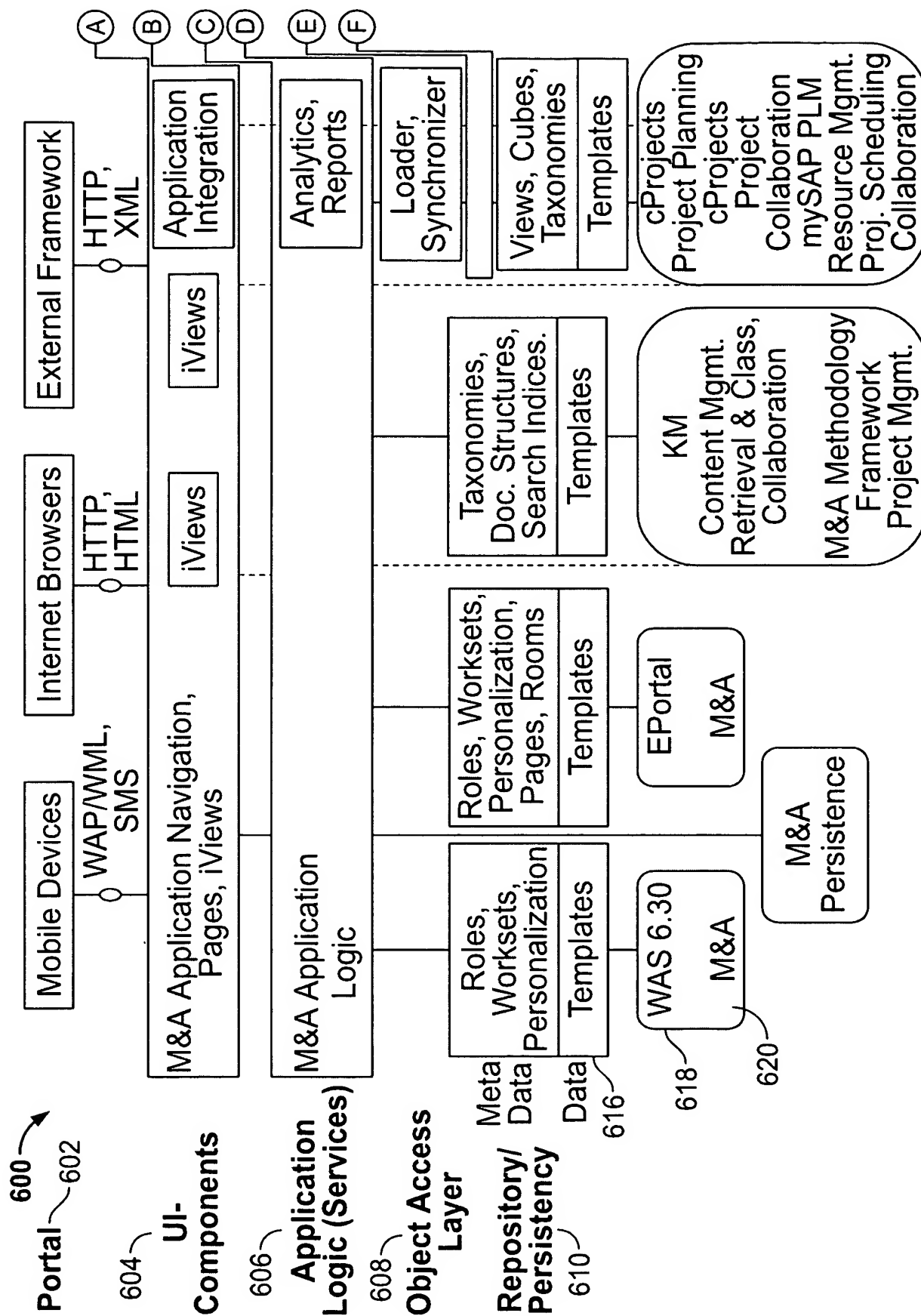
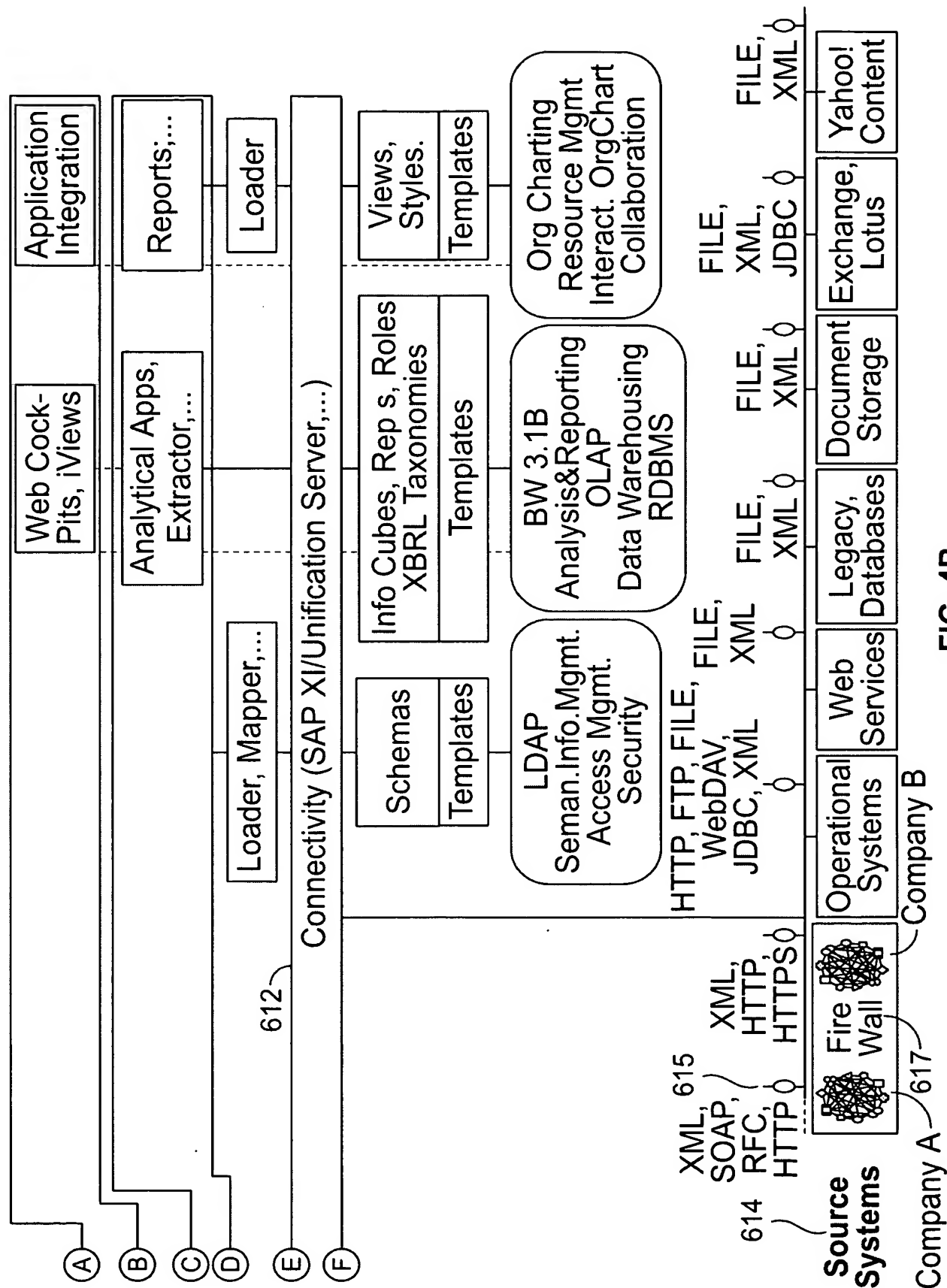
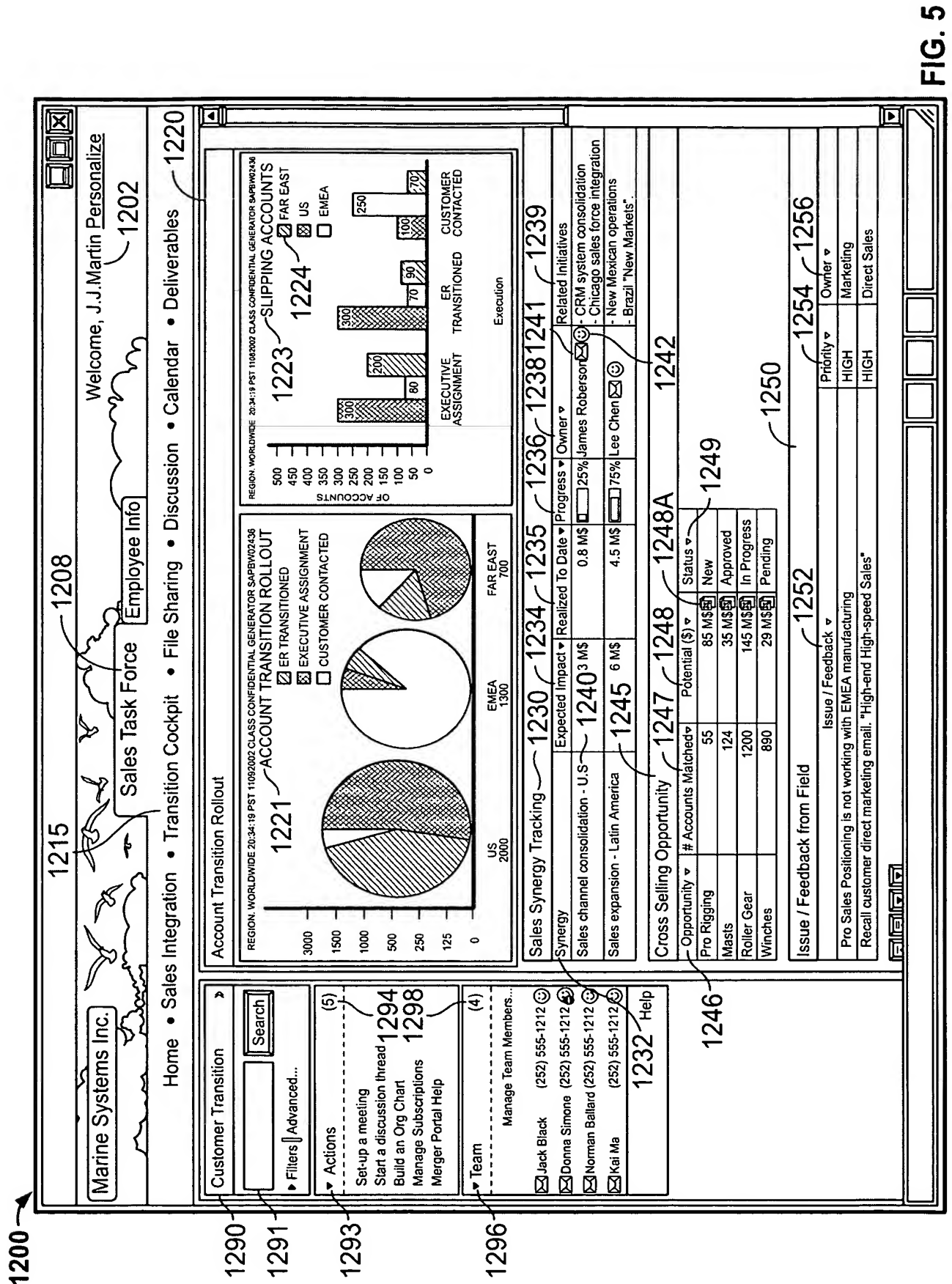


FIG. 3







1200

1215 1208

Marine Systems Inc. Welcome, J.J. Martin Personalize 1202

Sales Task Force Employee Info

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

1290

Customer Transition »

1291

Search

1293

Filters | Advanced... (6)

Actions

Set-up a meeting

Start a discussion thread

Build an Org Chart 1294

Manage Subscriptions

Manager Portal Help 1261

1296

Team 1298 (4)

Manage Team Members...

Jack Black (252) 555-1212 ☺

Donna Simone (252) 555-1212 ☺

Norman Ballard (252) 555-1212 ☺

Kai Ma (252) 555-1212 ☺

Help

1281 1283

1215 1208

Pro Rigging 55 85 M\$ \$ New

Masts 124 35 M\$ \$ Approved

Roller Gear 1200 145 M\$ \$ In Progress

Winches 890 29 M\$ \$ Pending

Issue / Feedback from Field 1250 1252 1254 1256

Issue / Feedback

Pro Sale Positioning is not working with EMEA manufacturing

Recall customer direct marketing email "High-end High-speed Sales"

1264 1265 1266 1267

Customer Impacted Impact \$ Owner

274 8 M\$ \$ Ron Dekey ☺ HIGH

75 3 M\$ \$ Ziv Udi ☺ HIGH

1273

Customer Retention 1270

Total 1272 U.S. 1274 1276 1278

75% (View survey results) 88% 90% 35% ↓

80% (View survey results) 83% 80% 50%

Customer Watch List 1280

Remove Add New

Customer Revenue (1 year) Account Executives Transition Status Risk

Boat Barn 1.8 M\$ Bruce Williams ☺ Not Started High

Newport Shipyards 2.0 M\$ George Cuelese ☺ Executive Assigned High

West Marine 2.5 M\$ John Z. Dylan ☺ Contacted None

Page 1/1

FIG. 5A

1300

1315 1208

Marine Systems Inc. 1202

Welcome, J.J. Martine Personalize

Sales Task Force Employee Info

Home • Account Consolidation • Customer Transition • File Sharing • Discussion • Calendar • Deliverables

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Account Assignment

AE Management 1316

Profile Management

Schedule Rollout

Cross Selling Planning

Roll Out Management

Monitor 1331

Search

Filters Advanced... 1333

Actions (6)

Synchronize with Outlook

Schedule a New Meeting

Calendar Help 1392

Help

Account Consolidation ! Clean Room Only 1317

Account Profile: Speedial Western Region Top 10% Accts 1323

1320 1330

Speedial, Inc. 1332 1334

Marine Systems 1343 1346

Accounts Addressed: 1 of 12

Rank	Account	Value	Executive	Rank	Account	Executive	Assignment
1	West Marine Inc.	17.50M	Joe Dylan	2	West Marine Inc.	Allen Maxwell	X Cooperative
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards	Donald Baxter	✓ Donald Baxter
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc.	Alice Wendel	X Cooperative
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock	Jon Ferrel	X Cooperative
5	Victory Island Yachts	3.80M	(pending)	5	Victory Island Yachts	Karl Hopz	X Karl Hope
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match)	(n/a)	X Joe Dylan

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Page 1/1

FIG. 6



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1315 1208

Marine Systems Inc. Welcome, J.J.Martin Personalize 1202

Sales Task Force Employee Info

Home • Account Consolidation • Customer Transition • File Sharing • Discussion • Calendar • Deliverables

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Account Assignment 1420

AE Management 1431

Profile Management 1431

Schedule Rollout

Cross Selling Planning

Roll Out Management

Monitor

Search

Filters Advanced...

Actions (6)

Synchronize with Outlook

Schedule a New Meeting

Calendar Help

Help

Schedule Rollout

Template: Default Template 1440 1435 1437 1438 Account West Marine, Inc.

Status	Action Item	Action	Template	Owner	Due	Exception Handling
x	Notify AEs of account assignment	Auto Email	[define]	1434	[define]	[define] 1436
x	AE Personalized Communication	User Action	[define]	System	[define]	[define]
x	Customer Communication	Auto Email	[define]	—	[define]	[define]
x	Cross-Selling Pro-Rigging Buyers	Auto Email	[define]	—	[define]	[define]
x	Retention Plan	Auto Email	[define]	—	[define]	[define]

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FIG. 7

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Schedule Rollout

Template: Default Template

Status	Action Item	Action	Template	Owner	Due	Exception Handling
x	Notify AEs of account assignment	Auto Email	[define]	-	[define]	[define]
x	AE Personalized Communication	User Action	[define]	System	[define]	[define]
x	Customer Communication	Auto Email	[define]	-	[define]	[define]
x	Cross-Selling Pro-Rigging Buyers	Auto Email	[define]	-	[define]	[define]
x	Retention Plan	Auto Email	[define]	-	[define]	[define]

Notify AEs of Account Assignment

Save

Cancel

Notification Template:

Standard Notification

Dear Account Executives,  
Due to the acquisition of Marine Systems, we have consolidated client accounts which have counter-parts in both companies. The decision was made based on numerous factors.

Listed AEs

Day 1

Day 1

Alert me

+ 0

+ 3

via

days

days

Email

FIG. 8

1600

1605 Action Planning: Speedial Western Region Top 10% Accts

1620 Short Assimilation

1622 Add New Action Item

1631 Save Reference Model

1632 1633 1634 1635 1636 1637 1638 1639 [due dates estimated based on deal roll-out]

Status	Action Item	Type	Template	Owner	Due	Exception Handling
x	Account consolidation & assignment	Auto Email	[define]	1634	Mar. 03, 2003	[define]
x	AE Personalized Communication	User Action	[define]	System	Feb. 18, 2003	[define]
x	Customer Communication	Communication	[define]	-	Mar. 18, 2003	[define]
x	Cross-Sell Opportunities	Cross-Sell	[define]	-	Mar. 12, 2003	[define]
x	Retention Plan	User Action	[define]	-	Mar. 20, 2003	[define]

1625 1629

1640 Account Consolidation & Assignment

1650 1652

1645 Notification Template: Standard Notification

1647

1682 Accounts Addressed/Consolidated 1 of 12

1684 Go to Account Consolidation

1662 Send to:

1664 Trigger Date:

1667 Response Due:

1668 Exceptions:

1670 Listed AEs

1672 via Email

1675

1660 Dear Account Executives,  
 Due to the acquisition of Marine Systems, we have consolidated client accounts which have counter-parts in both companies. The decision was made based on numerous factors.

FIG. 9

1316-

Account Consolidation: Speedial Western Region Top 10% Accts

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339
2	Newport Ship Yards	6.15M	Mark Quatrone	12	Newport Ship Yards
3	Dave's Ways	5.81M	Michele Carter	3	Dave's Ways Inc. [X]
4	Gold Rock Ship Yard	5.14M	Jordan McGee	1	Gold Rock [X]
5	Victory Island Yachts	3.80M	(pending)	5	Victory Islands Yachts
6	Sydney Sailing Group	3.74M	David Brant	(n/a)	(no match) [X]

Speedial, Inc. ~ 1330		Marine Systems ~ 1340		Accounts Addressed: 1 of 12	
Rank	Account ~ 1332	Value	Executive ~ 1336	Rank	Account ~ 1343
1	West Marine Inc. ~ 1339	17.50M	Joe Dylan ~ 1338	2	West Marine Inc. ~ 1339

1776-

**FIG. 10**

1800

1815

1208

Welcome, J.J. Martine Personalize

1202

Sales Task Force Employee Info

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

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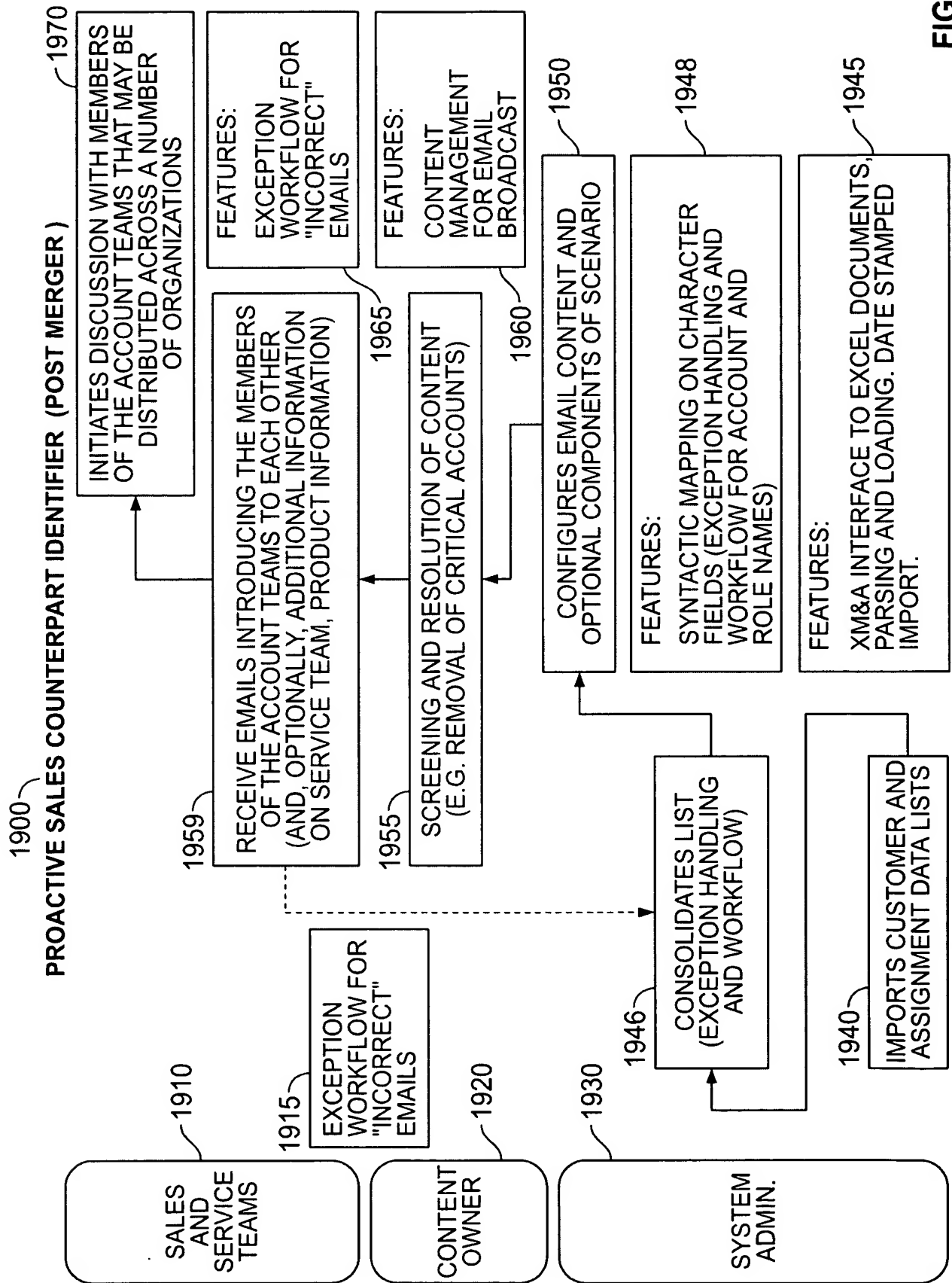
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<



**FIG. 12**

2000

18151208

Marine Systems Inc.

Welcome, J.J.Martin

Personalize

Sales Task Force

Employee Info

1202

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

Action Planning

Account Consolidation

AE Management

Cross Selling Planning

Monitor

1631

Search

Filters | Advanced...

Actions

(3)

Add New Action

Manage Templates

Manage Profiles

2020

Team

(5)

Manage Team Members...

J.J. Martin (252) 555-1212

Emma Besson (252) 555-1212

Har Ashvini (252) 555-1212

Jeff Naka (252) 555-1212

Help

Action Planning: Speedial Western Region Top 10% Accts

1605

Short Assimilation

1620

Add New Action Item

Save Reference Model

1632

1635

1638

1633

1634

1636

(due dates estimated based on deal roll-out)

Status	Action Item	Type	Template	Owner	Due	Exception Handling
✓	Account Consolidation & Assignment	Auto Email	Standard AE Transfer	System	Day 1	Email Martin
✗	AE Personalized Communication	User Action	[define]	System	Feb 18, 2003	[define]
✗	Customer Communication	Communication	[define]	—	Mar 18, 2003	[define]
✗	Cross-Sell Opportunities	Cross-Sell	[define]	—	Mar 12, 2003	[define]
✗	Retention Plan	User Action	[define]	—	Mar 20, 2003	[define]

1696

Cross-Sell Opportunities

2010

Opportunities

Financials

Save

Cancel

2035

Opportunity Name:

for Special West Customers

2031

Select

Actions:

2044

Notification Templates:

2045

Cross sell opportunity alert

2047

Listed Account Executives

2070

via

Email

2065

Send to:

2062

Day 1

+ 0

2076

days

days

2075

Trigger Date:

2064

FIG. 13

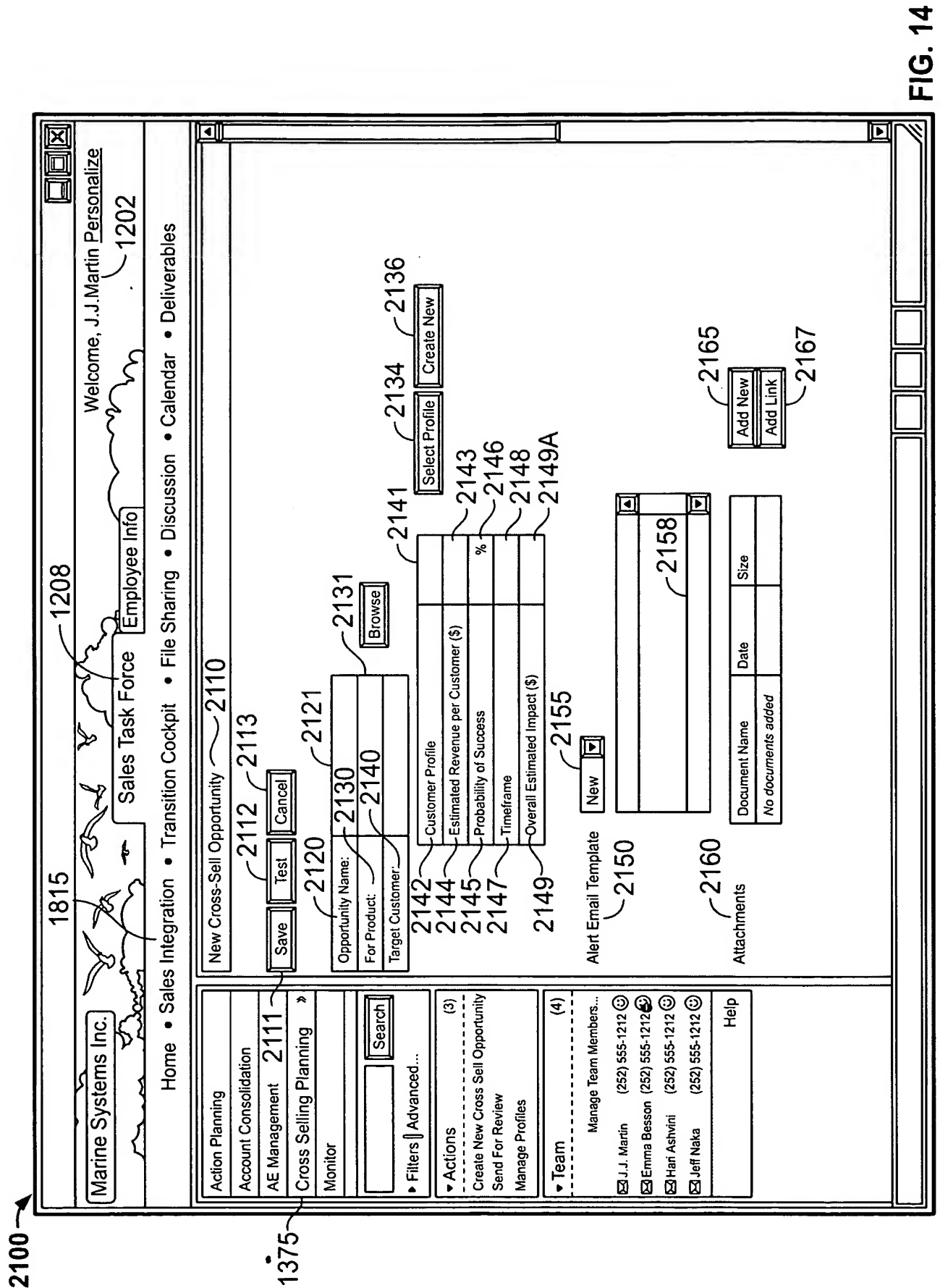


FIG. 14



2200

1208

1202

Welcome, J.J.Martin Personalize

Marine Systems Inc.

Sales Task Force Employee Info

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables 2240

2215

Announcements 2210

Create new view: Today | Last 7 days | All announcements Compact | Verbose

06/03/02 Christopher Jacobs  
Welcome to the Operations Task Force  
This portal is intended to aid your job during the merger of Offshore and Speedial. The Steering Committee will ask for a set of proposals from your task force. The task...  
Read

2220

Operations Task Force Team

Refresh times | See other teams

Name	Role:	Primary Phone	Local Time	iMessage
<input checked="" type="checkbox"/> Enrique Martinez	TF Lead (IT)	(252) 555-4857	3:07 pm	<input checked="" type="radio"/> Available
<input checked="" type="checkbox"/> Bob Arnold	Facilities US	(212) 954-9368	3:07 pm	<input checked="" type="radio"/> Available
<input checked="" type="checkbox"/> Elizabeth Brown	Property Manag...	(404) 399-0086	3:07 pm	<input checked="" type="radio"/> Busy
<input checked="" type="checkbox"/> Li Chen	Facilities Asia	+866 02 586-3409	3:07 am	<input checked="" type="radio"/> Away
<input checked="" type="checkbox"/> Joe Douglas	IT Europe	+33 1 40 88 84 49	9:07 pm	<input checked="" type="radio"/> Available
<input checked="" type="checkbox"/> Martin Ellis	Facilities Europe	(404) 901-8943	3:07 pm	<input checked="" type="radio"/> Available
<input checked="" type="checkbox"/> Mark Michaels	Networks IS	(619) 345-7801	12:07 pm	<input checked="" type="radio"/> At Lunch

2223

My Deliverables

View all deliverables

Assigned Managed

Due	Name	Stat
07/25/02	IT Infrastructure	<input checked="" type="radio"/>
08/16/02	Facility Management	<input checked="" type="radio"/>
09/20/02	IT Rollout Schedule	

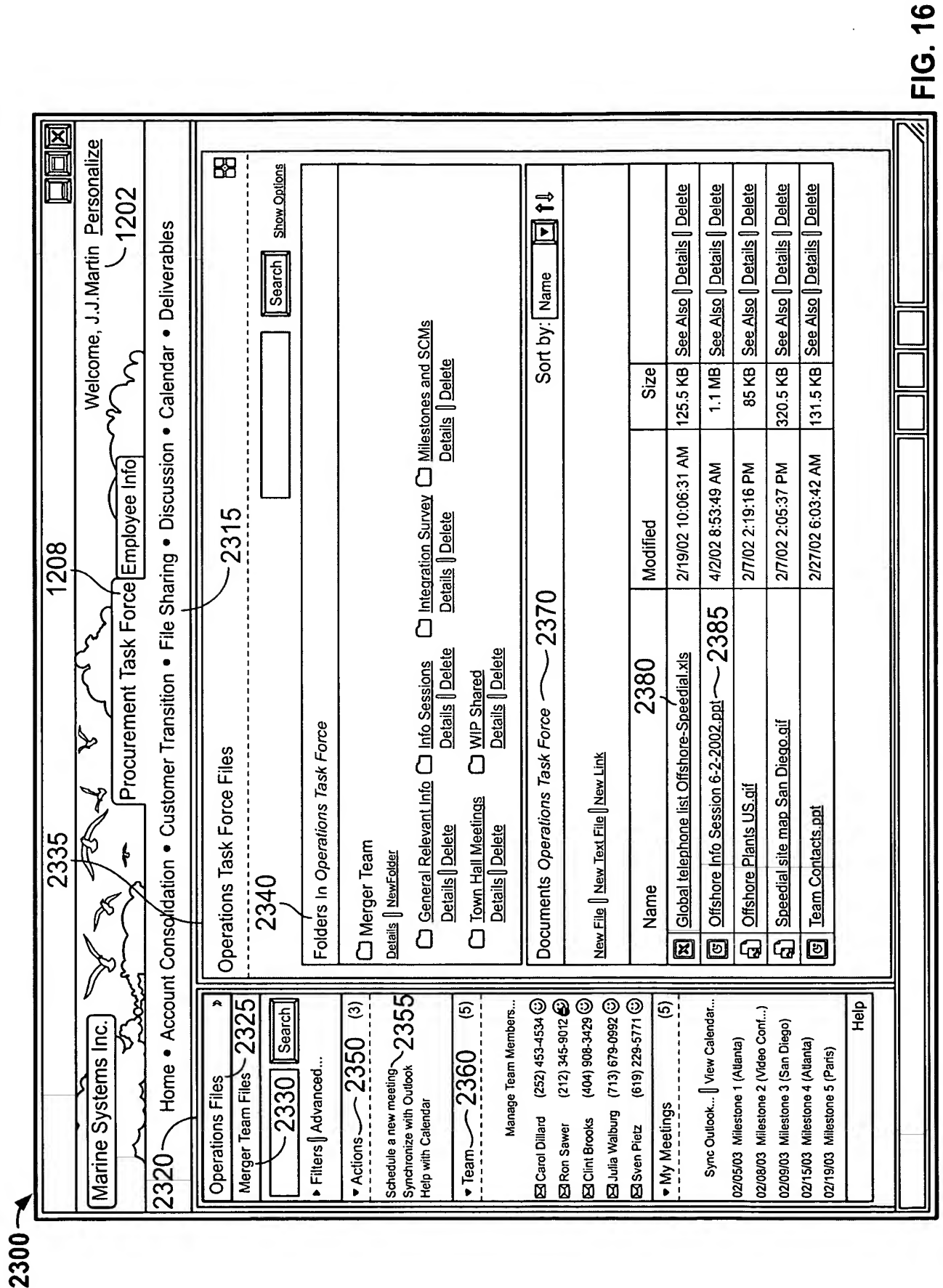
2260

My Meetings

Synchronize Outlook View Calendar

Date	Event
07/01/02	Milestone 1 (Atlanta)
07/11/02	Milestone 2 (Video Conf.)
07/25/02	Milestone 3 (San Diego)
08/16/02	Milestone 4 (Atlanta)
09/05/02	Milestone 5 (Atlanta)

FIG. 15



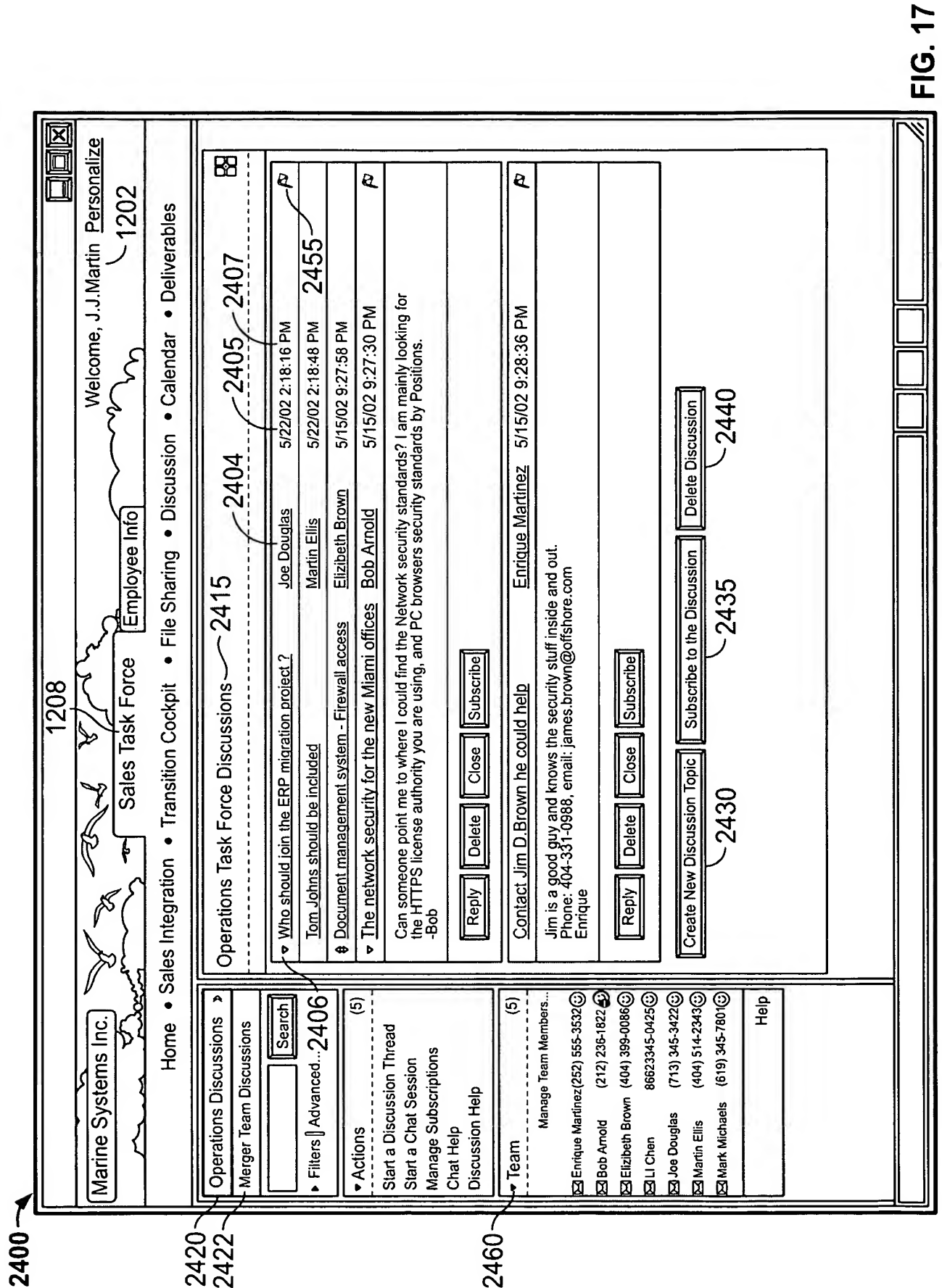


FIG. 17

2500

Marine Systems Inc.

Welcome, J.J. Martin Personalize

1208

Sales Task Force

Employee Info

1202

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables 2515

Deliverables Menu

Search

Filters Advanced... 2531

Actions (6)

View my Calendar

Set up a Meeting

Upload Files

Manage Subscriptions

Re-assign This Deliverable

Deliverable Help

Tools (3)

IT Telnet Identification & Retention

IT Standardization Assessment

IT Budget Estimator

Help

Deliverable Portfolio 2525

2527

My Assigned Deliverables

Title	Task Force	Assigned By	Due Date	Status
Consolidate Sales Force	Project Management	Carol Dilliard	November 1, 2003	Not Strated

2532

2529

2533

2534

2535

My Requested Deliverables

Title	Task Force	Assigned By	Due Date	Status
You currently have no requested deliverables				

FIG. 18

2600

1815

1208

1202

Welcome, J.J. Martin Personalize

Sales Task Force Employee Info

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

Action Planning

Account Consolidation  
AE Management  
Cross Selling Planning  
Monitor

Filters Advanced... Search

Actions (3)  
Add New Action  
Manage Templates  
Manage Profiles

Team (4)  
Manage Team Members...

☒ J.J. Martin (252) 555-1212

☒ Emma Besson (252) 555-1212

☒ Hari Ashvini (252) 555-1212

☒ Jeff Naka (252) 555-1212

Help

Action Planning 2625

Please select the Reference Model and Profiles you want to plan on

Reference Model (Template) 2630

- ☐ Project Colors 2633
- ☒ Short Assimilation 2635
- ☐ Custom-built Reference Model 2638

Account Profiles 2640

- ☒ Special Western Region Top 10% Accts 2642
  - Accounts Include: West Marine, Newport Ship Yards, Dave's Ways, Gold Rock Ship Yard, etc.
- ☐ Special Eastern Region Top 10% Accts 2644
  - Accounts Include: Mary's Village, Ship-A-Ton, East Bails Inc., American Ship Explorers, etc.
- ☐ Marine Systems Top 5% Accts 2648
  - Accounts include: West Marine, Dave's Ways, Gold Rock Ship Yard, Wind and Sun Sails, Inc., etc.

Create Plan 2652

Cancel 2654

FIG. 19

2700

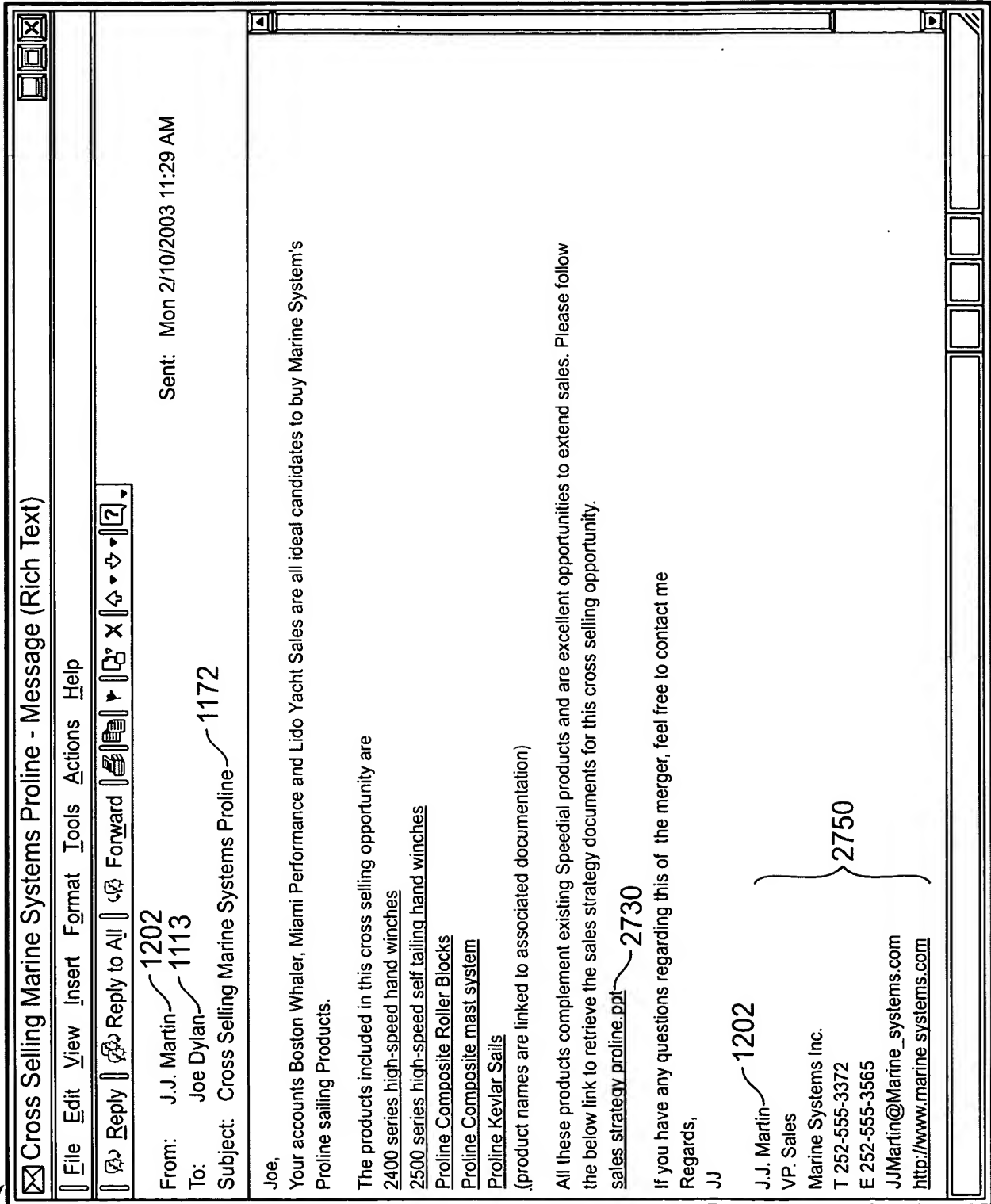


FIG. 20

2800

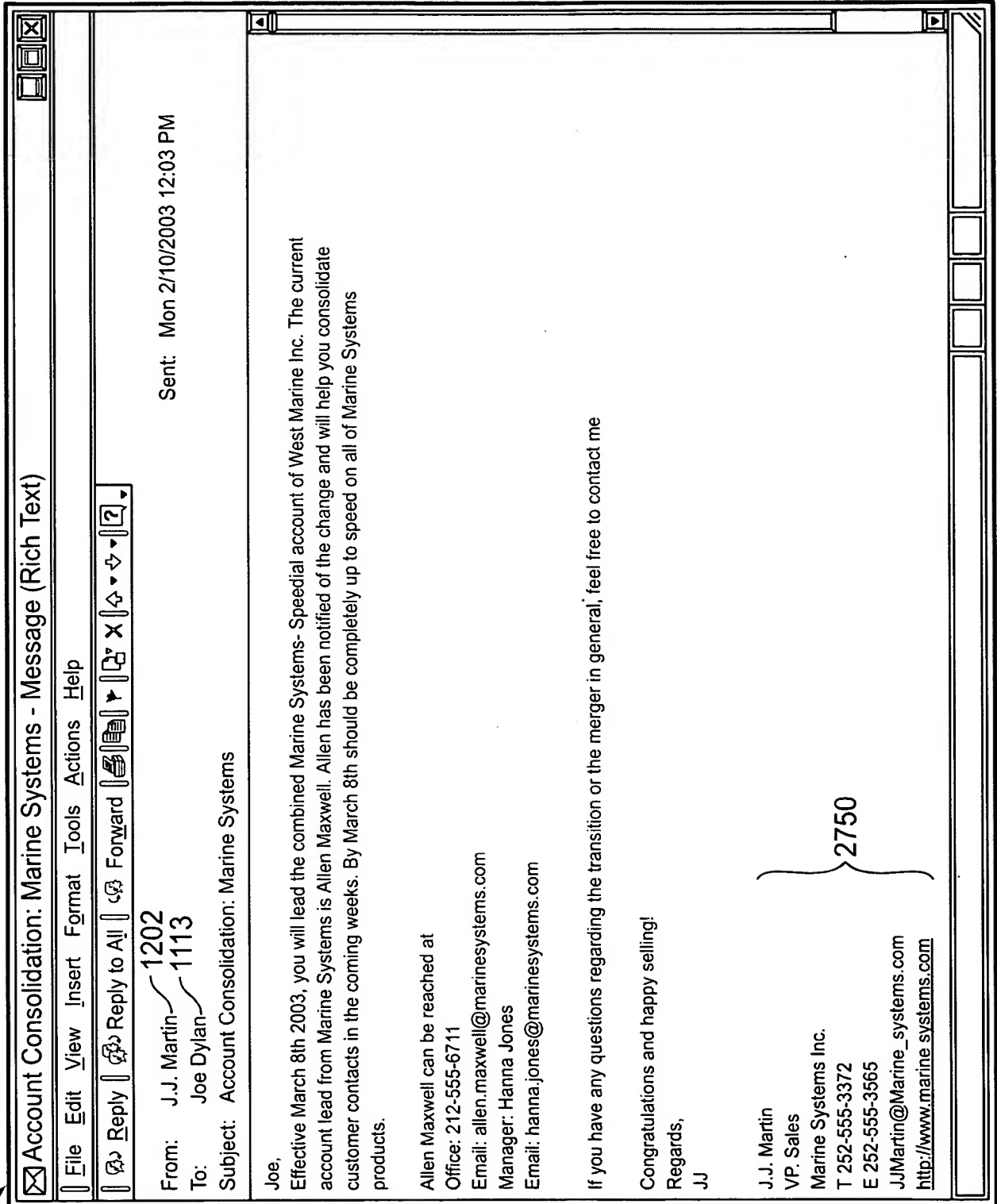


FIG. 21

2900 →

2905 →

2912 →

2914 →

Account Consolidation: Marine Systems Proline - Message (Rich Text)

☐ ☐ ☐ ☐

File Edit View Insert Format Tools Actions Help

Returned Items - Cleats

2908

2930

2935

Speedial

Sold-to party

Marina

Ship IT

Cruis U.S.

Technik

Alpha-Systems

Result

ALDO

Intrasoft

ShipsAre US

C.P.N. AG

Lampen-Markt GmbH

Result

Percentage of returned items

4,000

5,000

5,000

4,000

4,000

22,000

13,000

17,000

2,000

17,000

13,000

62,000

2922

2940

Sales growth / by distribution channel

Offshore

2912

Speedial

2914

2960 →

2992 →

Items

Sold-to Party	Percentage of Change	Number of items	Y.T.D WW Total
Ship IT		4,000	25,000
Marina		3,000	12,000
Intrasoft	-11,11,111 %	17,000	153,000
Becker Frankfurt		5,000	25,000
ShipsAre US		2,000	4,000
Technik		7,000	37,000
Carbor GmbH	-14,70588 %	5,000	34,000
C.P.N.	-12,04819 %	20,000	166,000
Alpha-Systems	-12,06697 %	7,000	58,000
Lampen-Markt		13,000	60,000
Overall Result	-15,79616 %	124,000	785,000

FIG. 22





**FIG. 23**

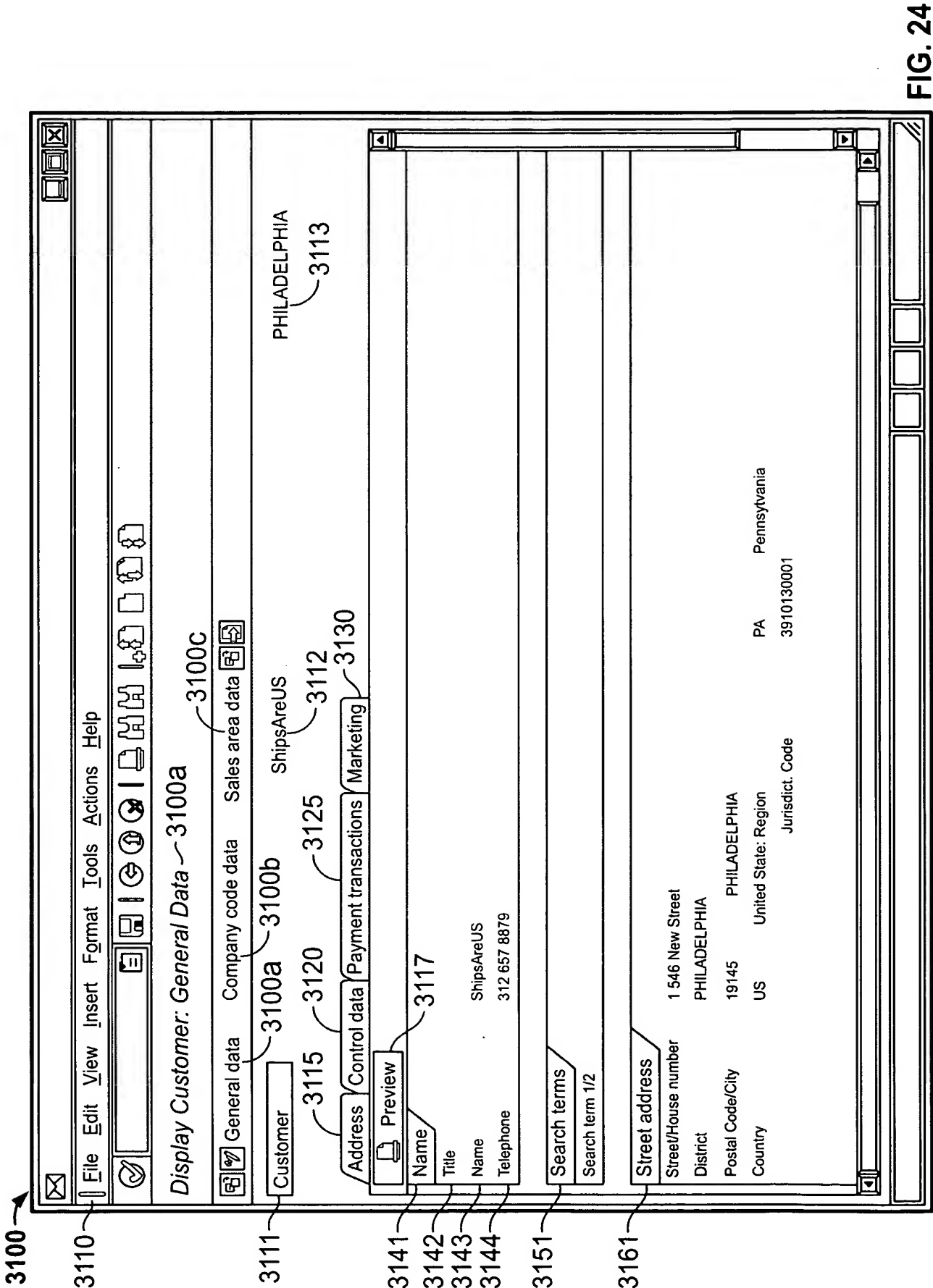


FIG. 24

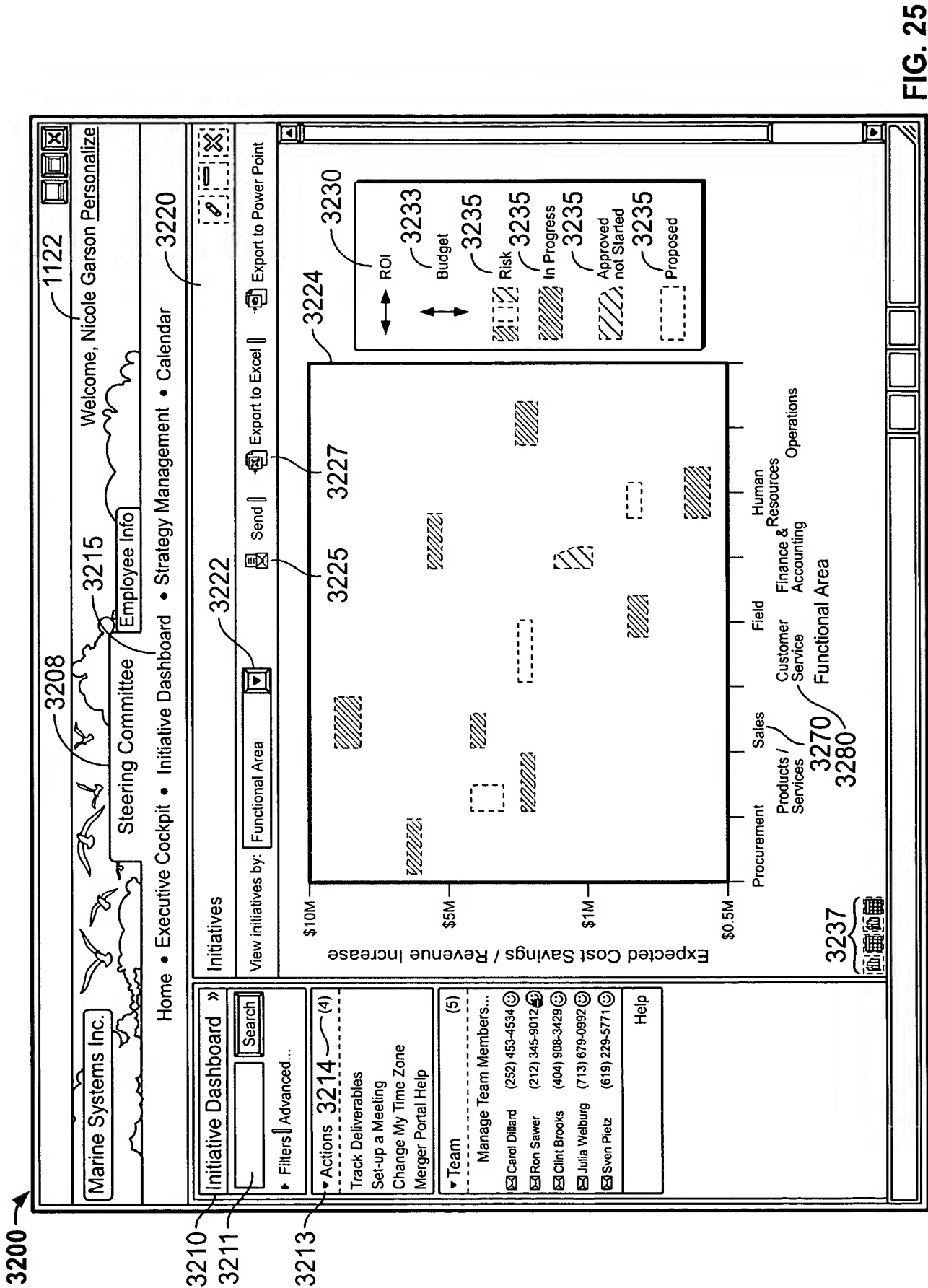


FIG. 25

